

What is NAPCS?

An Overview of the North American Product Classification System Data from the 2017 Economic Census

2017 Economic Census webinar
December 1st, 2020

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U.S. Census Bureau

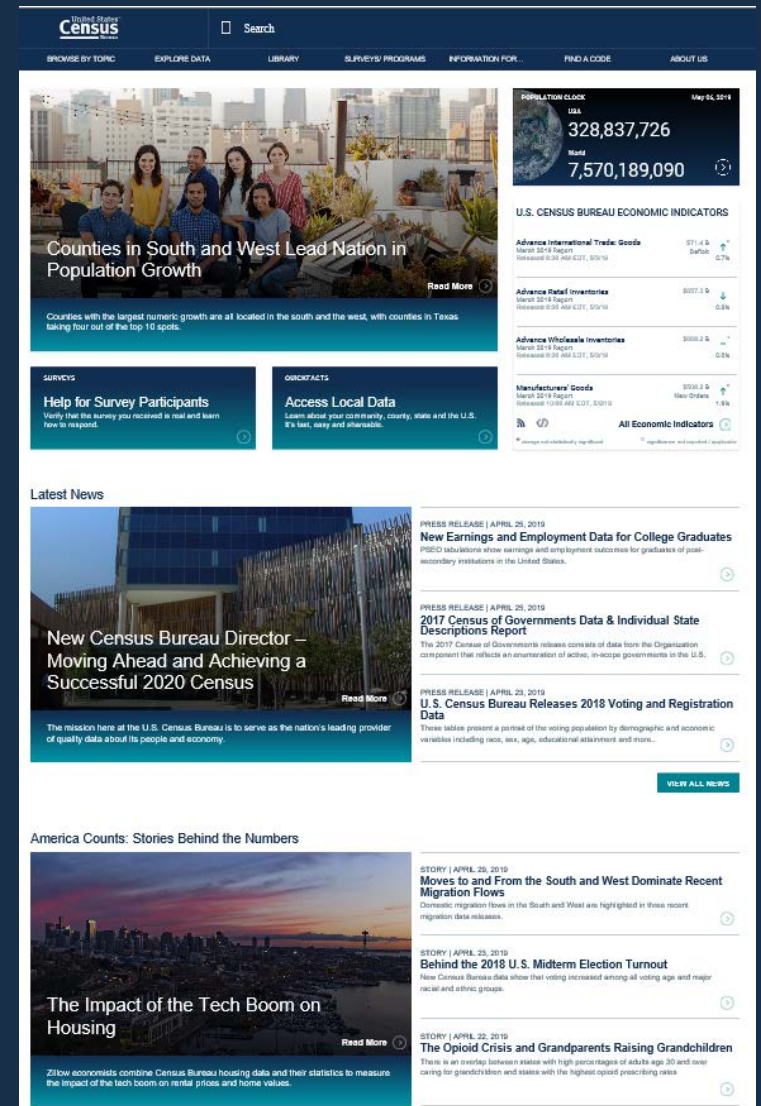


What We'll be Exploring Today

- An overview of NAPCS and selected findings from the 2012 and 2017 Economic Censuses
 - A summary of the data released so far (and what's coming) from the 2017 Economic Census
 - Product Lines data from the 2012 Economic Census
 - A brief summary of NAPCS
 - The new NAPCS data from the 2017 Economic Census
 - Tips on how to access these 2017 data in data.census.gov
- Q&A

About the Census Bureau

- The U.S. Census Bureau is the federal government's largest statistical agency.
- We conduct more than 130 censuses and surveys each year, including
 - **The Decennial Census** – the once-a-decade population and housing count of the United States
 - **The American Community Survey** – the ongoing annual survey of the nation's population
 - **The Census of Governments** – identifies the scope and nature of the nation's state and local government sector
 - **The Economic Census** – the official five-year measure of American business
- Our mission is to serve as the leading source of quality data about America's people, places, and economy.



<https://www.census.gov/>

The *Economic Census (EC)*

- NAICS: Every 2- thru 6-digit code covered by the Census Bureau
 - Excludes Agriculture (NAICS 11) and other selected types of business (see https://www.census.gov/programs-surveys/economic-census/guidance/understanding-naics.html#par_textimage for full list of exclusions)
- Geography: Provides data at the national, state, metro area, county, and place levels
- Other Dimensions: Data by business size, Franchise status, etc.
- Over 200 data variables shown, including variables like the number of establishments, employment, payroll, and sales plus sector-specific variables (inventories, assets, expenses, etc.)
- **Product Lines data**
- Released on data.census.gov, *Census Business Builder*, and other Census tools



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+

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AND GEOGRAPHY**

=

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2017 Economic Census

See How It All Adds Up



U.S. Department of Commerce
Economics and Statistics Administration
www.census.gov

Source: www.census.gov/EconomicCensus

2017 Economic Census Planned Data Product Releases

2017 Economic Census Planned Data Product Releases

Statistics Set	Report Title	Planned Release Date or Date Range
Core Business Statistics	Economy Wide Business Statistics for the U.S. - First Look	September 2019
	Comparative Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Bridge Statistics for the U.S. (2012 NAICS Basis): 2017 and 2012	December 2021
	Franchise	December 2021
Geographic Area Statistics (U.S., States, and Selected Geographies)	Mining: Geographic Area Statistics	January 2020 - November 2020
	Construction: Geographic Area Statistics	
	Manufacturing: Geographic Area Statistics	
	Wholesale Trade: Geographic Area Statistics	
	Retail Trade: Geographic Area Statistics	
	Services: Geographic Area Statistics	
Product Statistics	Product Statistics: NAICS x NAPCS for the U.S. and States where applicable	November 2020
	Product Statistics: NAPCS x NAICS for the U.S.	



<https://www.census.gov/programs-surveys/economic-census/about/release-schedules.html>

Establishment and Firm Size Statistics	Estab & Firm Size Summary Statistics by Revenue Size of Establishments	November 2020 - September 2021
	Estab & Firm Size Summary Statistics by Employment Size of Establishments	
	Estab & Firm Size Summary Statistics for Single Unit and Multiunit Firms	
	Estab & Firm Size Summary Statistics by Revenue Size of Firms	
	Estab & Firm Size Summary Statistics by Employment Size of Firms	
	Estab & Firm Size Summary Statistics by Concentration of Largest Firms	
Miscellaneous Statistics	Estab & Firm Size Summary Statistics by Legal Form of Organization	
	Manufacturing: Detailed Statistics for the U.S.	
	Construction: Detailed Statistics for the U.S., Regions, and States	
	Mining: Detailed Statistics for the U.S.	
	Mining: Miscellaneous Subjects	
	Construction: Miscellaneous Subjects	
	Manufacturing: Miscellaneous Subjects	
	Services: Miscellaneous Subjects	
	Wholesale Trade: Miscellaneous Subjects	
	Retail Trade: Miscellaneous Subjects	

Product Statistics in the 2012 (and Prior) Economic Censuses

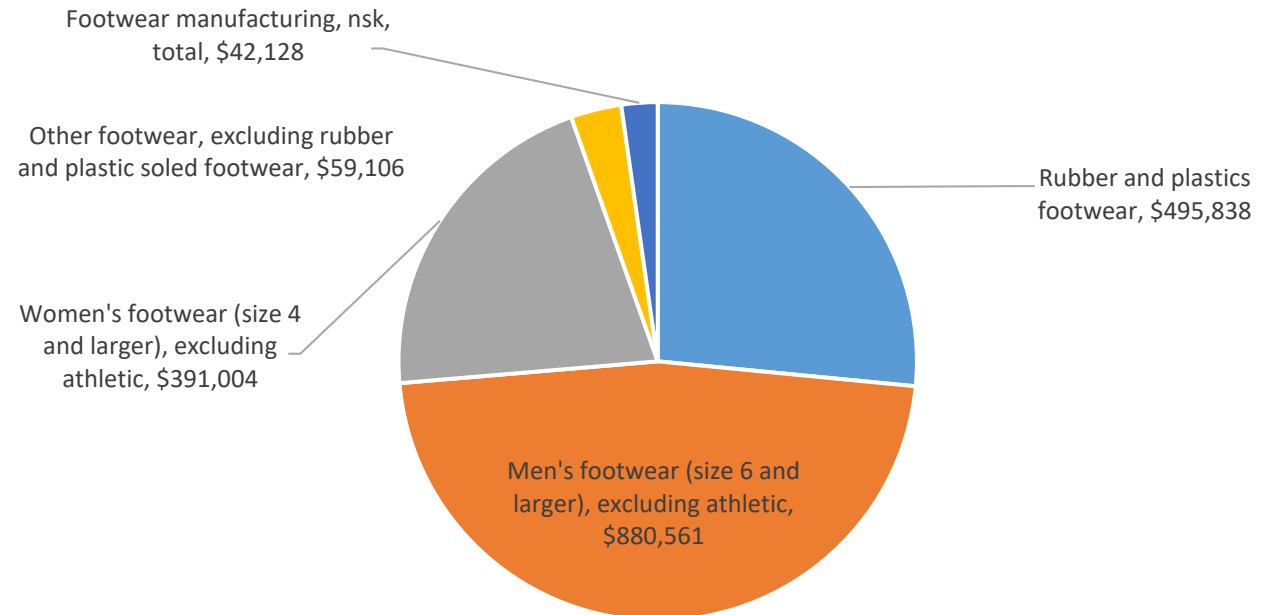
- Separate data for each NAICS Sector
- Structure and content of each dataset was different
 - Mining and Manufacturing (6, 7, 8, 10-digit codes)
 - Construction (Kinds of Business (KoB) and Types of Construction (ToC) codes)
 - Retail, Wholesale, and Services Sectors (5-digit broad and detailed line codes)
 - Geographic, NAICS, and Products levels shown varied widely
- Limited or no sharing of product lines across sectors

Our use case for today: Shoes (Footwear)

Shoe Manufacturing ("Footwear Manufacturing")

PSCODE2012	PROD_TTL	PRODTYPE	YEAR	COMPLR G	COMPLRG_ F	PRODVAL	PRODVAL _F
316210	Footwear manufacturing	1	2012		0N	\$1,868,637	
3162101	Rubber and plastics footwear	2	2012		0N	\$495,838	
31621011	Rubber and plastics footwear	3	2012		0N	\$495,838	
3162101100	Rubber and plastics footwear (including protective, athletic (tennis, running, basketball, etc.), rubber or plastic soles molded or cemented to rubber, plastic, or fabric uppers)	4	2012	28		\$495,838	
3162102	Men's footwear (size 6 and larger), excluding athletic	2	2012		0N	\$880,561	
31621021	Men's footwear (size 6 and larger), excluding athletic	3	2012		0N	\$880,561	
3162102100	Men's footwear (size 6 and larger), excluding athletic	4	2012	46		\$880,561	
3162103	Women's footwear (size 4 and larger), excluding athletic	2	2012		0N	\$391,004	
31621031	Women's footwear (size 4 and larger), excluding athletic	3	2012		0N	\$391,004	
3162103100	Women's footwear (size 4 and larger), excluding athletic	4					
3162104	Other footwear, excluding rubber and plastic soled footwear	2					
31621042	Other footwear, excluding rubber and plastic soled footwear	3					
3162104200	Other footwear, including athletic and slippers (excluding rubber and plastic-soled footwear)	4					
316210W	Footwear manufacturing, nsk, total	2					
316210WY	Footwear manufacturing, nsk, total	5					
316210WYWW	Footwear manufacturing, nsk, for nonadministrative-record establishments	5					
316210WYWY	Footwear manufacturing, nsk, for administrative-record establishments	5					

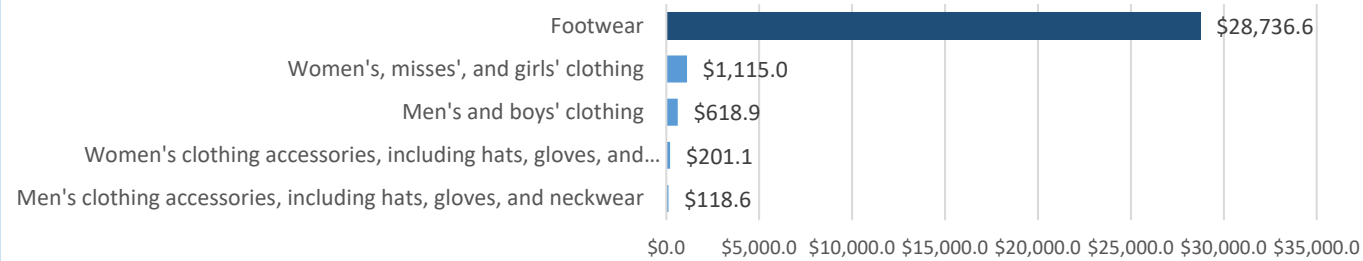
Value of shipments of Footwear by product class (\$1,000): 2012



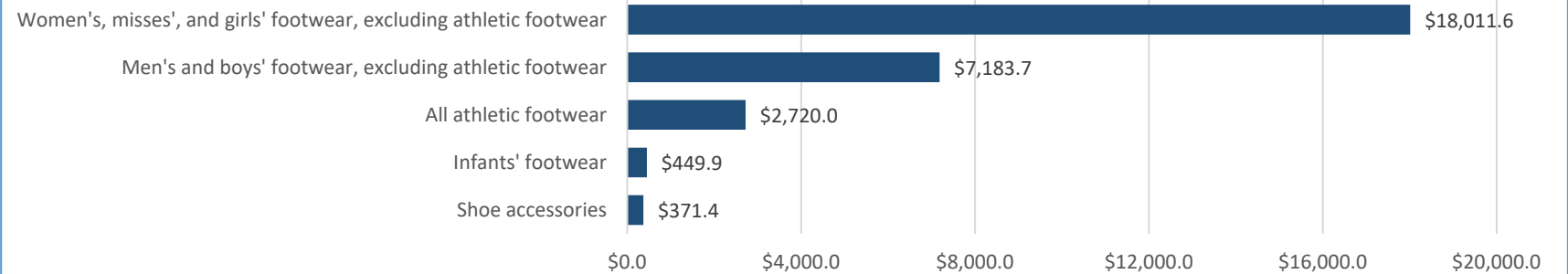
Shoe Wholesalers (“Footwear Merchant Wholesalers”)

2012 NAICS code	Meaning of 2012 NAICS code	Products and services code	Meaning of Product/Service code	Year	Number of establishments	Total sales of estabs reporting product line (\$1,000)	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Value of sales (\$ Mil)	Product line sales as % of total sales of estabs reporting line (%)	Product line sales as % of total sales of all estabs (%)	Response coverage of product lines inquiry (%)	Percent of sales accounted for by industry (%)
424340	Footwear merchant wholesalers	10000	Industry total	2012	1,569	X	\$31,077,640	\$31,077.6	X	100.0	74.9	X
424340	Footwear merchant wholesalers	10400	Household and lawn furniture	2012	6	4,301	\$598	\$0.6	13.9	Z	X	Z
424340	Footwear merchant wholesalers	10520	Linens, domestics, curtains, and draperies	2012	8	3,694	\$338	\$0.3	9.2	Z	X	Z
424340	Footwear merchant wholesalers	10540	Miscellaneous home furnishings, including household containers, flatware, pans, baskets, and kitchen utensils	2012	6	3,511	\$256	\$0.3	7.3	Z	X	Z
424340	Footwear merchant wholesalers	12700	Sporting and recreational goods and supplies	2012	75	812,341	\$87,003	\$87.0	10.7	0.3	X	0.2
424340	Footwear merchant wholesalers	12800	Toys and hobby goods and supplies	2012	9	8,138	\$746	\$0.7	9.2	Z	X	Z
424340	Footwear merchant wholesalers	13800	Men's and boys' clothing	2012	167	11,412,011	\$618,925	\$618.9	5.4	2.0	25.1	1.5
424340	Footwear merchant wholesalers	13811	Men's and boys' suits, coats, and formal wear	2012	24	308,694	\$10,108	\$10.1	3.3	Z	X	X
424340	Footwear merchant wholesalers	13812	Men's and boys' dress and casual shirts, sweaters, slacks, and jeans	2012	107	4,149,252	\$397,304	\$397.3	9.6	1.3	X	X
424340	Footwear merchant wholesalers	13813	Men's and boys' underwear and sleepwear	2012	28	119,790	\$20,898	\$20.9	17.4	0.1	X	X
424340	Footwear merchant wholesalers	13814	Men's and boys' work clothing and uniforms	2012	33	8,301,697	\$152,345	\$152.3	1.8	0.5	X	X
424340	Footwear merchant wholesalers	13815	Other men's and boys' clothing, excluding accessories	2012	52	1,248,681	\$38,270	\$38.3	3.1	0.1	X	X
424340	Footwear merchant wholesalers	13900	Women's, misses', and girls' clothing	2012	148	11,430,992	\$1,114,973	\$1,115.0	9.8	3.6	64.6	1.9
424340	Footwear merchant wholesalers	13912	Women's, misses', and girls' dresses, blouses, and sweaters, including unisex clothing	2012	62	2,212,051	\$273,770	\$273.8	12.4	0.9	X	X
424340	Footwear merchant wholesalers	13913	Women's, misses', and girls' suits and coats	2012	25	86,102	\$2,201	\$2.2	2.6	Z	X	X
424340	Footwear merchant wholesalers	13914	Women's, misses', and girls' outerwear, including skirts, slacks, and jeans	2012	65	2,342,721	\$97,208	\$97.2	4.1	0.3	X	X
424340	Footwear merchant wholesalers	13915	Women's, misses', and girls' underwear and sleepwear	2012	32	395,975	\$21,268	\$21.3	5.4	0.1	X	X
424340	Footwear merchant wholesalers	13916	Other women's, misses', and girls' clothing, excluding accessories	2012	53	7,622,922	\$720,526	\$720.5	9.5	2.3	X	X
424340	Footwear merchant wholesalers	13930	Men's clothing accessories, including hats, gloves, and neckwear	2012	60	1,371,466	\$118,585	\$118.6	8.6	0.4	X	3.7
424340	Footwear merchant wholesalers	13920	Infants' and children's clothing, to size 6X, including accessories	2012	37	1,814,968	\$20,042	\$20.0	1.1	0.1	X	0.3
424340	Footwear merchant wholesalers	13940	Women's clothing accessories, including hats, gloves, and handbags	2012	76	2,093,888	\$201,117	\$201.1	9.6	0.6	X	3.5
424340	Footwear merchant wholesalers	14000	Footwear	2012	1,569	31,077,640	\$28,736,573	\$28,736.6	92.5	92.5	62.4	84.0
424340	Footwear merchant wholesalers	14015	Shoe accessories	2012	166	9,247,329	\$371,367	\$371.4	4.0	1.2	X	X
424340	Footwear merchant wholesalers	14012	Infants' footwear	2012	237	4,619,066	\$449,908	\$449.9	9.7	1.4	X	X
424340	Footwear merchant wholesalers	14011	All athletic footwear	2012	346	7,287,815	\$2,720,045	\$2,720.0	37.3	8.8	X	X
424340	Footwear merchant wholesalers	14014	Men's and boys' footwear, excluding athletic footwear	2012	865	20,001,660	\$7,183,662	\$7,183.7	35.9	23.1	X	X
424340	Footwear merchant wholesalers	14013	Women's, misses', and girls' footwear, excluding athletic footwear	2012	1,114	26,912,741	\$18,011,591	\$18,011.6	66.9	58.0	X	X
424340	Footwear merchant wholesalers	16120	Art goods, including novelties and souvenirs	2012	11	11,170	\$2,513	\$2.5	22.5	Z	50.1	Z
424340	Footwear merchant wholesalers	16122	Novelties and souvenirs, excluding novelty glassware	2012	8	9,588	\$2,438	\$2.4	25.4	Z	X	X
424340	Footwear merchant wholesalers	19700	Service receipts and labor charges, including installed parts	2012	9	10,471	\$333	\$0.3	3.2	Z	X	Z
424340	Footwear merchant wholesalers	19810	Miscellaneous commodities	2012	52	895,240	\$62,628	\$62.6	7.0	0.2	X	0.1
424340	Footwear merchant wholesalers	19940	Rental and operating lease receipts	2012	10	26,558	\$2,270	\$2.3	8.5	Z	X	Z

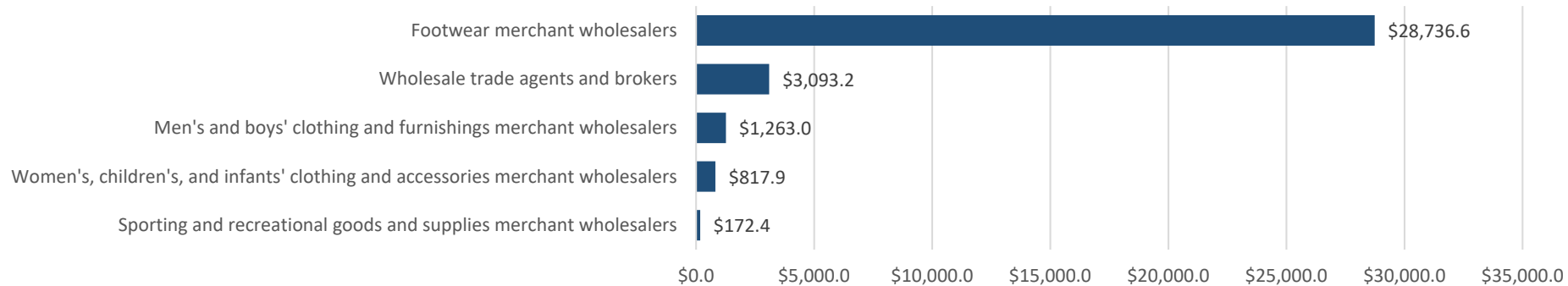
Value of sales of Footwear Merchant Wholesalers for top 5 broad product lines (\$ Mil): 2012



Value of sales of Footwear Merchant Wholesalers for Footwear detail lines (\$ Mil): 2012



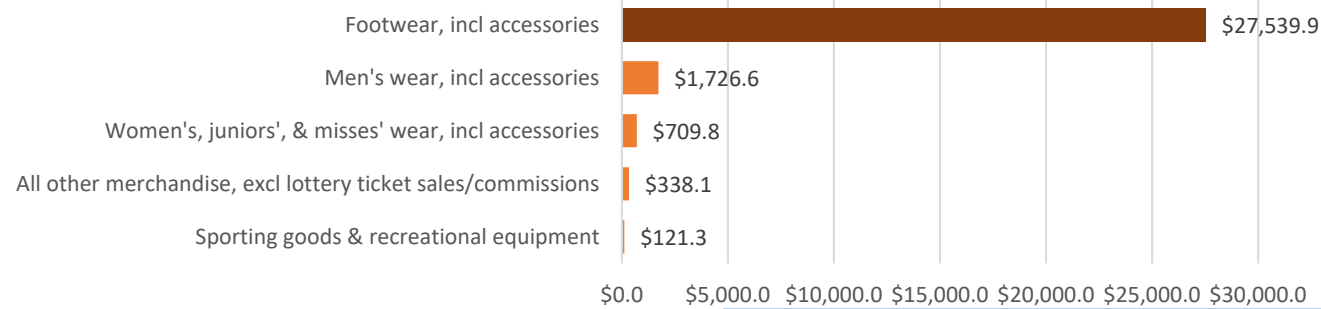
Value of sales of Footwear for top 5 Wholesale Trade industries (\$ Mil): 2012



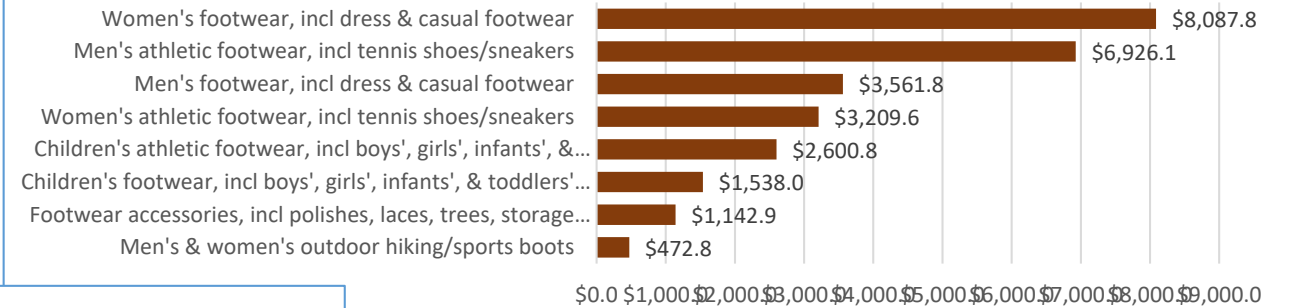
Shoe Retailers (“Shoe Stores”)

2012 NAICS code	Meaning of 2012 NAICS code	Products and services code	Meaning of Product/Service code	Year	Meaning of Year	Number of establishments	Total sales of estabs reporting product line (\$1,000)	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Value of sales (\$ Mil)	Product line sales as % of total sales of estabs reporting line (%)	Product line sales as % of total sales of all estabs (%)	Response coverage of product lines inquiry (%)	Percent of sales accounted for by industry (%)
4482	Shoe stores	20000	Industry total	2012	2012	25,551	X	30,758,817	\$30,758.8	X	100.0	77.3	X
4482	Shoe stores	20100	Groceries & other food items for human consumption off the premises	2012	2012	15	15,807	896	\$0.9	5.7	Z	X	Z
4482	Shoe stores	20160	Drugs, health aids, beauty aids, incl cosmetics	2012	2012	4,008	2,230,434	22,182	\$22.2	1.0	0.1	X	Z
4482	Shoe stores	20200	Men's wear, incl accessories	2012	2012	8,413	13,676,376	1,726,612	\$1,726.6	12.6	5.6	X	2.3
4482	Shoe stores	20220	Women's, juniors', & misses' wear, incl accessories	2012	2012	11,401	11,810,043	709,778	\$709.8	6.0	2.3	X	0.5
4482	Shoe stores	20240	Children's wear, incl boys', girls', & infants' & toddlers' clothing & accessories	2012	2012	5,382	4,438,843	96,636	\$96.6	2.2	0.3	X	0.3
4482	Shoe stores	20250	Costumes & unisex clothing	2012	2012	384	588,501	34,039	\$34.0	5.8	0.1	X	1.0
4482	Shoe stores	20260	Footwear, incl accessories	2012	2012	25,551	30,758,817	27,539,938	\$27,539.9	89.5	89.5	75.6	43.1
4482	Shoe stores	20264	Men's & women's outdoor hiking/sports boots	2012	2012	4,764	6,255,204	472,794	\$472.8	7.6	1.5	X	X
4482	Shoe stores	20268	Footwear accessories, incl polishes, laces, trees, storage bags, etc.	2012	2012	18,184	23,266,576	1,142,904	\$1,142.9	4.9	3.7	X	X
4482	Shoe stores	20263	Children's footwear, incl boys', girls', infants', & toddlers' dress & casual footwear	2012	2012	13,768	13,332,607	1,538,039	\$1,538.0	11.5	5.0	X	X
4482	Shoe stores	20267	Children's athletic footwear, incl boys', girls', infants', & toddlers' tennis shoes/sneakers	2012	2012	15,111	18,648,686	2,600,787	\$2,600.8	13.9	8.5	X	X
4482	Shoe stores	20266	Women's athletic footwear, incl tennis shoes/sneakers	2012	2012	17,930	23,422,878	3,209,633	\$3,209.6	13.7	10.4	X	X
4482	Shoe stores	20261	Men's footwear, incl dress & casual footwear	2012	2012	16,416	17,681,347	3,561,833	\$3,561.8	20.1	11.6	X	X
4482	Shoe stores	20265	Men's athletic footwear, incl tennis shoes/sneakers	2012	2012	17,521	23,084,858	6,926,132	\$6,926.1	30.0	22.5	X	X
4482	Shoe stores	20262	Women's footwear, incl dress & casual footwear	2012	2012	18,148	18,919,431	8,087,816	\$8,087.8	42.7	26.3	X	X
4482	Shoe stores	20400	Jewelry, incl watches, watch attachments, novelty jewelry, estate/antique jewelry, etc.	2012	2012	1,565	3,614,134	62,332	\$62.3	1.7	0.2	X	0.1
4482	Shoe stores	20460	Toys, hobby goods, & games	2012	2012	10	8,197	52	\$0.1	0.6	Z	X	Z
4482	Shoe stores	20490	Optical goods, incl eyeglasses, contact lenses, sunglasses, etc.	2012	2012	58	52,252	1,843	\$1.8	3.5	Z	X	Z
4482	Shoe stores	20530	Sporting goods & recreational equipment	2012	2012	958	1,495,721	121,273	\$121.3	8.1	0.4	X	0.3
4482	Shoe stores	20850	All other merchandise	2012	2012	132	296,039	74,724	\$74.7	25.2	0.2	54.5	0.1
4482	Shoe stores	20883	All other merchandise	2012	2012	121	288,013	74,434	\$74.4	25.8	0.2	X	X
4482	Shoe stores	29810	All other merchandise, excl lottery ticket sales/commissions	2012	2012	9,381	10,487,159	338,057	\$338.1	3.2	1.1	X	1.6
4482	Shoe stores	29900	All nonmerchandise receipts	2012	2012	491	741,216	29,545	\$29.5	4.0	0.1	X	Z

Value of sales of Shoe Stores for top 5 broad lines (\$ Mil): 2012



Value of sales of Shoe Stores for Footwear detail lines (\$ Mil): 2012



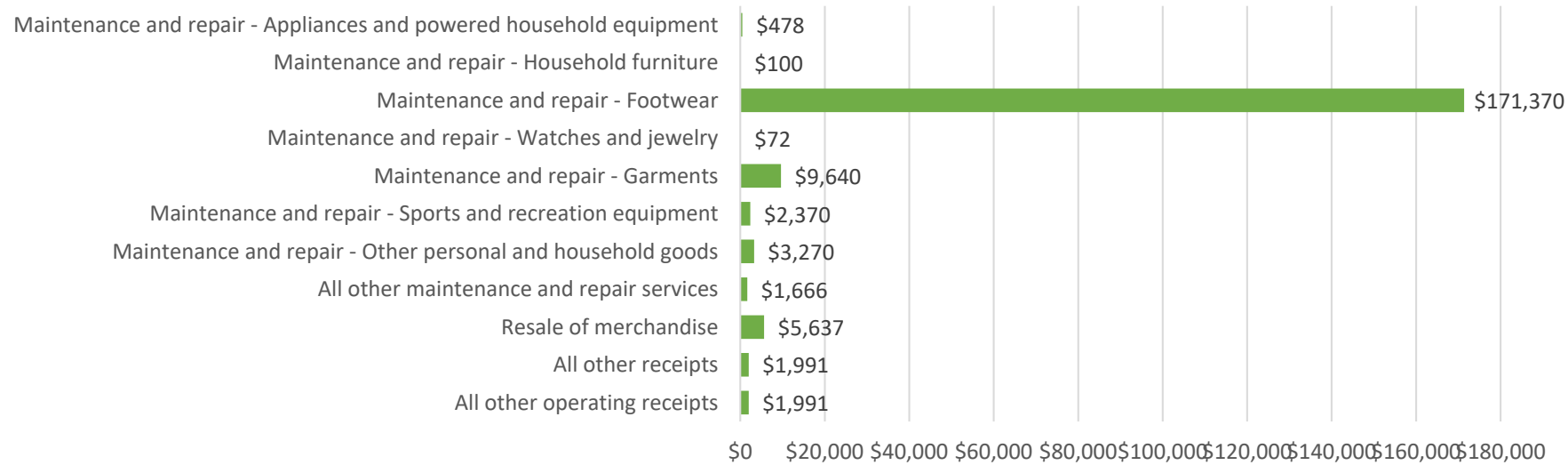
Value of sales of Footwear for ten Retail Trade industries (\$ Mil): 2012



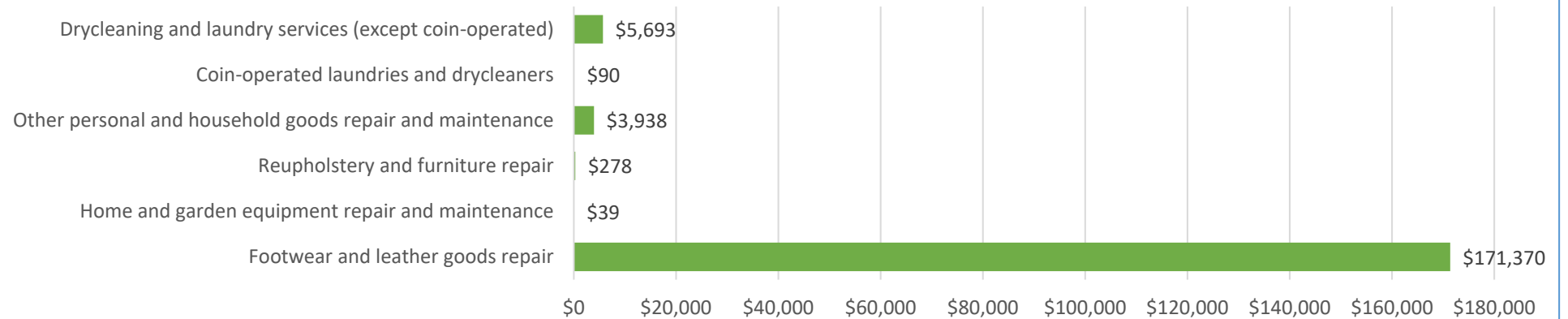
Shoe Repair (“Footwear and Leather Goods Repair”)

2012 NAICS code	Meaning of 2012 NAICS code	Products and services code	Meaning of Product/Service code	Year	Meaning of Year	Number of establishments	Total sales of estabs reporting product line (\$1,000)	Value of sales, shipments, receipts, revenue, or business done (\$1,000)	Product line sales as % of total sales of estabs reporting line (%)	Product line sales as % of total sales of all estabs (%)	Response coverage of product lines inquiry (%)
811430	Footwear and leather goods repair	30000	Industry total	2012	2012	1,039	X	196,686	X	100	63.5
811430	Footwear and leather goods repair	32050	Maintenance and repair - Appliances and powered household equipment	2012	2012	12	597	478	80.1	0.2	63.5
811430	Footwear and leather goods repair	32051	Maintenance and repair - Household-type lawn, garden, and snow removal equipment	2012	2012	12	597	120	20.1	0.1	X
811430	Footwear and leather goods repair	32052	Maintenance and repair - Major household-type appliances	2012	2012	12	597	358	60	0.2	X
811430	Footwear and leather goods repair	32060	Maintenance and repair - Household furniture	2012	2012	13	2,302	100	4.3	0.1	X
811430	Footwear and leather goods repair	32070	Maintenance and repair - Footwear	2012	2012	1,023	193,438	171,370	88.6	87.1	X
811430	Footwear and leather goods repair	32080	Maintenance and repair - Watches and jewelry	2012	2012	16	2,631	72	2.7	Z	X
811430	Footwear and leather goods repair	32090	Maintenance and repair - Garments	2012	2012	149	25,551	9,640	37.7	4.9	X
811430	Footwear and leather goods repair	32100	Maintenance and repair - Sports and recreation equipment	2012	2012	39	6,236	2,370	38	1.2	30.2
811430	Footwear and leather goods repair	32101	Maintenance and repair - Fishing and camping equipment	2012	2012	10	2,719	277	10.2	0.1	X
811430	Footwear and leather goods repair	32102	Maintenance and repair - Water sports equipment (Exclude powered and non-powered watercraft.)	2012	2012	9	2,438	234	9.6	0.1	X
811430	Footwear and leather goods repair	32103	Maintenance and repair - Personal firearms	2012	2012	12	1,121	225	20.1	0.1	X
811430	Footwear and leather goods repair	32104	Maintenance and repair - Other sports and recreational equipment	2012	2012	37	6,130	1,634	26.7	0.8	X
811430	Footwear and leather goods repair	32130	Maintenance and repair - Other personal and household goods	2012	2012	60	10,870	3,270	30.1	1.7	X
811430	Footwear and leather goods repair	32160	All other maintenance and repair services	2012	2012	51	7,327	1,666	22.7	0.8	X
811430	Footwear and leather goods repair	39600	Resale of merchandise	2012	2012	157	34,264	5,637	16.5	2.9	63.5
811430	Footwear and leather goods repair	39684	Resale of parts and supplies not included in repair work	2012	2012	31	7,407	491	6.6	0.3	X
811430	Footwear and leather goods repair	39685	Resale of new equipment	2012	2012	28	4,936	1,280	25.9	0.7	X
811430	Footwear and leather goods repair	39686	Resale of used equipment	2012	2012	8	532	53	10	Z	X
811430	Footwear and leather goods repair	39687	Resale of other merchandise	2012	2012	99	21,921	3,813	17.4	1.9	X
811430	Footwear and leather goods repair	39700	All other receipts	2012	2012	54	15,952	1,991	12.5	1	63.5
811430	Footwear and leather goods repair	39784	All other operating receipts	2012	2012	54	15,952	1,991	12.5	1	X

Value of receipts of Footwear and Leather Goods Repair establishments by broad product lines (\$1,000): 2012



Value of receipts of Footwear Maintenance and Repair for 6 Other Services industries (\$1,000): 2012



The North American Product Classification System (NAPCS)

Phased Implementation

Program	Scope of NAPCS-based Products	Product Code Basis
2002 Economic Census	Selected services	(Legacy) product line codes
2007 Economic Census	All services	(Legacy) product line codes
2012 Economic Census	All services, Retail, Wholesale, and Manufacturing	(Legacy) product line codes and Numerical List codes
<i>2017 Economic Census</i>	<i>All</i>	<i>2017 product collection codes</i>
2018-2021 Annual Survey of Manufactures	Manufacturing	2017 product collection codes (broad lines only)

NAPCS Sections

Section	Title	Trilateral Products	National Products ¹
11	Food, beverage, and tobacco products, except raw farm products	116	424
14	Clothing, footwear, personal accessories, and related products	25	154
17	Housing and related products	24	61
21	Household and personal goods, and related products	48	307
24	Home entertainment, recreation and culture products, including household pets and related products	104	340
27	Automobiles, light-duty trucks, local passenger transportation services, and related products	13	58
31	Leisure and long-distance travel, tourism, and accommodation products	40	53
34	Educational services, health care and related products for persons, and public, community, and social services, nec., except public administration services	46	312
37	Personal care and related products, including funeral products	29	64
41	Financial, insurance, and related products, nec.	48	69
44	Legal and related products	16	18
47	Apartment and nonresidential constructions, and related products	71	316

NAPCS Sections (continued)

Section	Title	Trilateral Products	National Products ¹
54	Intellectual property and related products	13	111
57	Labor supply and related products, except human resources management consulting services	13	17
61	Fuels, utilities, waste management, and environmental remediation services, and related products and services	40	130
64	Goods transportation services and related products	41	33
67	Materials and supplies for production and related products, except processed food and beverage inputs for human food manufacturing and food services	207	2,670
71	Materials and supplies for services, except lawn and landscaping services	38	499
74	Scientific and technical services	19	82
77	Advertising, public relations, and communications and information services	66	177
81	Accounting, management, administrative, and miscellaneous services	47	69
84	Contract manufacturing and related services	17	169
87	Public administration services	1	2
	Total	1,167	7,304

¹ Excludes 702 products that are equivalent to trilateral products, 231 write-in products, and 11 products that fall outside the scope of NAPCS

NAPCS Implementation and Collection

- All codes in the product collection structure are 10 digits
- Two product collection levels in the 2017 Economic Census:
 - Broad lines are higher level products collected across all sectors (all end in “0”)
 - Detail lines are more detailed products within broad lines and are intended for industry-specific collection (all end in “1” thru “9”)
 - There are 3,250 broad lines and 4,761 detail lines
 - Collection codes are 10-digit codes and every broad line maps to a single NAPCS trilateral

Collection Code	Product Description
7003825000	Room or unit accommodation for travelers (broad line)
7003825003	Room or unit accommodation for travelers, with maid service (detail line)
7003825006	Room or unit accommodation for travelers, without maid service (detail line)
7003825009	Shared-room accommodations for travelers (detail line)

NAPCS Implementation

- 2017 collection products to 2012 legacy products
 - Roughly 80% of the 2017 collection products map directly to a single 2012 legacy product
 - 85% of detail lines are one-to-one matches
 - 70% of broad lines are one-to-one matches
 - Example: Yogurt, except frozen
 - NAPCS Collection Product 2000850000
 - 2012 Legacy Product 311511A1
 - Additional information on how the collection products relate to the 2012 legacy products (including “holes” in the mapping) can be found on the NAPCS-Based Collection Code Mapping site: <https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>

NAPCS Data Presentations

- Products by Industry
 - NAICS industry and its NAPCS products (broad and detail lines)
- Industries by Product
 - NAPCS product (broad line) and its contributing NAICS industries

Quality measures published along with data

- Variances and imputation rates

A NAPCS Cheat Sheet for the 2017 Economic Census

- **Filtering data in data.census.gov** (Codes by sector)
 - 1 = Mining, 2 = Manufacturing, 3 = Construction
 - 4 = Wholesale, 5 = Retail, 6 = Utilities and Waste Management, 7 = Services
 - 8 = Non-operating or tax exempt, 9 = Other, including write-in products
- **Geographic levels shown** for 2017 EC
 - Retail, Ed, Health Care, Arts, Accom., Other Svc.: National and State level data shown
 - All other NAICS sectors: National data only
- **NAPCS levels shown** for 2017 EC
 - “Broad Lines” shown for all 2- thru 6-digit NAICS codes (plus selected 7- and 8-digits)
 - “Detail Lines” shown for most 6-digit NAICS codes
 - No Type of Operation breakout shown (TYPOP = ‘00’)
- **Other** (Quantities only shown for 21 and 31-33)

The NAPCS Collection Codes for Our Use Case

2017 NAICS code	Meaning of NAICS code	2017 NAPCS collection code	Meaning of NAPCS collection code
316210	Footwear manufacturing	2005250000	Manufacturing of rubber and plastics footwear (including rubber or plastic soles molded or cemented to rubber, plastic, or fabric uppers), excluding infants'
		2005275000	Manufacturing of men's footwear (size 6 and larger), excluding athletic
		2005300000	Manufacturing of women's footwear (size 4 and larger), excluding athletic
		2005325000	Manufacturing of infants' footwear
		2005325003	Manufacturing of rubber and plastics footwear, infants' (including rubber or plastic soles molded or cemented to rubber, plastic, or fabric uppers)
		2005325006	Manufacturing of other footwear, infants' (including athletic and slippers), excluding rubber- and plastic-soled footwear
		2005350000	Manufacturing of other footwear (including house slippers and slipper socks), excluding infants' and rubber- and plastic-soled footwear
		2005400000	Manufacturing of shoe polishes and cleaners

United States	2017	424340	Footwear merchant wholesalers	4000600000	Wholesaling services for footwear and footwear accessories
				4000600003	Wholesaling services for athletic footwear, excluding cleated and other specialized athletic footwear
				4000600006	Wholesaling services for infants' footwear
				4000600009	Wholesaling services for women's, misses', and girls' footwear (including slippers), except athletic footwear
				4000600012	Wholesaling services for men's and boys' footwear (including slippers), except athletic footwear
				4000600015	Wholesaling services for shoe accessories (polishes, laces, trees, storage bags, etc.)

4482	Shoe stores	5000475000	Retailing services for footwear and footwear accessories
		5000475003	Retailing services for men's non-athletic footwear, including dress and casual footwear
		5000475006	Retailing services for women's non-athletic footwear, including dress and casual footwear
		5000475009	Retailing services for children's non-athletic footwear, including boys', girls', infants', and toddlers' dress and casual footwear
		5000475012	Retailing services for men's athletic footwear, including tennis shoes/sneakers
		5000475015	Retailing services for women's athletic footwear, including tennis shoes/sneakers
		5000475018	Retailing services for children's athletic footwear, including boys', girls', infants', and toddlers'
		5000475021	Retailing services for men's and women's outdoor hiking/sports boots
		5000475024	Retailing services for footwear accessories, including polishes, laces, trees, storage bags, etc.
		5001100000	Retailing services for other sporting goods and equipment, except sports vehicles
		5001100003	Retailing services for tennis equipment
		5001100006	Retailing services for snow-skiing and snowboarding equipment
		5001100009	Retailing services for scuba and skin diving equipment
		5001100012	Retailing services for water skiing, surfing, and sail boarding equipment
		5001100015	Retailing services for billiards equipment and supplies
		5001100018	Retailing services for hockey equipment, except team hockey equipment
		5001100021	Retailing services for fireworks
		5001100024	Retailing services for team sporting goods
		5001100027	Retailing services for all other sporting goods, including archery equipment, badminton sets, bowling equipment, ice skates, skateboards, saddlery, cleated and other specialized athletic footwear, etc.

811430	Footwear and leather goods repair	7000200000	Maintenance, repair, and alteration services for apparel, footwear, watches, and jewelry
		7000200003	Restoration and repair services for garments and textiles
		7000200006	Garment alteration services
		7000200009	Footwear maintenance and repair services
		7000200012	Watch and jewelry maintenance and repair services

How Do I Access these NAPCS Data in data.census.gov?

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

 Find Tables, Maps, and more ...

SEARCH

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Advanced Search

Table ID (e.g., DP05)

Narrow search with filters

FIND A FILTER

 e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics
Geography
Years
Surveys
Codes

Narrow search with filters

FIND A FILTER

 e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

Codes (NAICS)

and Service Codes

ty Codes

Fuel

ollection

INDUSTRY CODES (NAICS)

21 - Mining, quarrying, and oil and gas extraction

22 - Utilities

23 - Construction

31-33 - Manufacturing

42 - Wholesale trade

44-45 - Retail trade

48-49 - Transportation and warehousing

51 - Information

52 - Finance and insurance

53 - Real estate and rental and leasing

54 - Professional, scientific, and

44-45 - RETAIL TRADE

stores

444 - Building material and garden equipment and supplies dealers

445 - Food and beverage stores

446 - Health and personal care stores

447 - Gasoline stations

448 - Clothing and clothing accessories stores

451 - Sporting goods, hobby, musical instrument, and book stores

452 - General merchandise stores

453 - Miscellaneous store retailers

448 - CLOTHING AND CLOTHING ACC...

☐ 448 - Clothing and clothing accessories stores

4481 - Clothing stores

4482 - Shoe stores

4483 - Jewelry, luggage, and leather goods stores

4482 - SHOE STORES

☒ 4482 - Shoe stores

44821 - Shoe stores

Narrow search with filters

FIND A FILTER

🔍 e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics
Geography
Years
Surveys
Codes

SURVEYS

US Industry Product Data

☒ ECN Economic Census of the
United States Economic Census
US Lines Data

☐ ECN Economic Census of the
United States Economic Census
US Size Data

ECN Economic Census of the
United States Finance and
Insurance: Subject Series
☐ Subjects: Administrative
Expenses and Benefits for
Life, Health, and Medical
Insurance Carriers for the
2012

ECN Economic Census of the
United States Finance and
Insurance: Subject Series
☐ Subjects: Brokering and
Services Income for the
2012

ALL TABLES MAPS PAGES

About 22,123 results | **Filter**

Tables

Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census

Years: 2012 Table: EC1244SLLS1

VIEW ALL TABLES (1)

Selected Filters:

4482 - Shoe stores
Code



ECN Economic Census of the United States Eco...
Survey



Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census
TableID: EC1244SLLS1

Year: 2012
Dataset: ECNLINES2012

CUSTOMIZE TABLE

1 Results

FILTER | DOWNLOAD

Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census
Years: 2012
Table: EC1244SLLS1

Accessibility

Information Quality

FOIA

Data Protection and Privacy Policy

U.S. Department of Commerce


Release Notes

Measuring America's People, Places and Economy

Geograph...	201...	Meaning of...	Meaning of Product/Service ...	Y...	Number of establishments	Total sales of estabs repor...	Value of sales, shipments, ...	Product line sales
United States	4482	Shoe stores	Industry total	2012	25,551	X	30,758,817	
United States	4482	Shoe stores	Groceries & other food items fo...	2012	15	15,807	896	
United States	4482	Shoe stores	Drugs, health aids, beauty aids, ...	2012	4,008	2,230,434	22,182	
United States	4482	Shoe stores	Men's wear, incl accessories	2012	8,413	13,676,376	1,726,612	
United States	4482	Shoe stores	Women's, juniors', & misses' we...	2012	11,401	11,810,043	709,778	
United States	4482	Shoe stores	Children's wear, incl boys', girls',...	2012	5,382	4,438,843	96,636	
United States	4482	Shoe stores	Costumes & unisex clothing	2012	384	588,501	34,039	
United States	4482	Shoe stores	Footwear, incl accessories	2012	25,551	30,758,817	27,539,938	
United States	4482	Shoe stores	Men's footwear, incl dress & ca...	2012	16,416	17,681,347	3,561,833	
United States	4482	Shoe stores	Women's footwear, incl dress & ...	2012	18,148	18,919,431	8,087,816	
United States	4482	Shoe stores	Children's footwear, incl boys', g...	2012	13,768	13,332,607	1,538,039	
United States	4482	Shoe stores	Men's & women's outdoor hikin...	2012	4,764	6,255,204	472,794	
United States	4482	Shoe stores	Men's athletic footwear, incl ten...	2012	17,521	23,084,858	6,926,132	
United States	4482	Shoe stores	Women's athletic footwear, incl ...	2012	17,930	23,422,878	3,209,633	
United States	4482	Shoe stores	Children's athletic footwear, incl...	2012	15,111	18,648,686	2,600,787	
United States	4482	Shoe stores	Footwear accessories, incl poli...	2012	18,184	23,266,576	1,142,904	
United States	4482	Shoe stores	Jewelry, incl watches, watch att...	2012	1,565	3,614,134	62,332	
United States	4482	Shoe stores	Toys, hobby goods, & games	2012	10	8,197	52	
United States	4482	Shoe stores	Optical goods, incl eyeglasses, ...	2012	58	52,252	1,843	
United States	4482	Shoe stores	Sporting goods & recreational e...	2012	958	1,495,721	121,273	

Narrow search with filters

FIND A FILTER

 e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

CODES

Industry Codes (NAICS)

Product and Service Codes

Commodity Codes

Material/Fuel

NAPCS Collection

footwear 

☐ 14000 - Footwear

☐ 14011 - All athletic footwear

☐ 14012 - Infants' footwear

☐ 14013 - Women's, misses', and girls' footwear, excluding athletic footwear

☐ 14014 - Men's and boys' footwear, excluding athletic footwear

☒ 20260 - Footwear, incl accessories

☐ 20261 - Men's footwear, incl dress & casual footwear

☐ 20262 - Women's footwear, incl dress & casual footwear

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

SURVEYS

US Industry Product Data

 **ECN Economic Census of the United States Economic Census US Lines Data**

☐ ECN Economic Census of the United States Economic Census US Size Data

☐ ECN Economic Census of the United States Finance and Insurance: Subject Series - Misc Subjects: Administrative Expenses and Benefits Paid for Life, Health, and Medical Insurance Carriers for the U.S.: 2012

☐ ECN Economic Census of the United States Finance and Insurance: Subject Series - Misc Subjects: Brokering and Dealing Services Income for the U.S.: 2012

Tables

Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census

Years: 2012 Table: EC1244SLLS1

[VIEW ALL TABLES \(1\)](#)

Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census
TableID: EC1244SLLS1

Year: 2012
Dataset: ECNLINES2012

CUSTOMIZE TABLE

1 Results

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Retail Trade: Subject Series - Product Lines: Product Lines Statistics by Industry for the U.S. and States: 2012

Survey/Program: Economic Census
Years: 2012
Table: EC1244SLLS1

Accessibility

Information Quality

FOIA

Data Protection and Privacy Policy

U.S. Department of Commerce

Release Notes

Send Feedback
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Geographi...	2012 NA...	Meaning of 2012 NAICS code	Meaning of Product/S...	Y...	Number of establishments	Total sales of estabs repor...	Value of sales, shipments, ...	
United States	44-45	Retail trade	Footwear, incl accessories	2012	161,210	1,101,543,654	63,853,988	
United States	441	Motor vehicle and parts dealers	Footwear, incl accessories	2012	626	946,530	23,177	
United States	4543903	Direct selling, other merchand...	Footwear, incl accessories	2012	665	370,445	140,490	
United States	4412	Other motor vehicle dealers	Footwear, incl accessories	2012	626	946,530	23,177	
United States	44122	Motorcycle, boat, and other m...	Footwear, incl accessories	2012	626	946,530	23,177	
United States	441222	Boat dealers	Footwear, incl accessories	2012	626	946,530	23,177	
United States	442	Furniture and home furnishing...	Footwear, incl accessories	2012	1,386	1,205,817	32,231	
United States	4421	Furniture stores	Footwear, incl accessories	2012	27	19,550	675	
United States	44211	Furniture stores	Footwear, incl accessories	2012	27	19,550	675	
United States	442110	Furniture stores	Footwear, incl accessories	2012	27	19,550	675	
United States	4422	Home furnishings stores	Footwear, incl accessories	2012	1,359	1,186,267	31,556	
United States	44229	Other home furnishings stores	Footwear, incl accessories	2012	1,357	1,184,814	31,469	
United States	442299	All other home furnishings sto...	Footwear, incl accessories	2012	1,354	1,184,450	31,465	
United States	444	Building material and garden ...	Footwear, incl accessories	2012	5,027	72,252,118	220,499	
United States	4441	Building material and supplies...	Footwear, incl accessories	2012	3,426	66,704,340	45,202	
United States	44411	Home centers	Footwear, incl accessories	2012	2,461	D	D	
United States	444110	Home centers	Footwear, incl accessories	2012	2,461	D	D	
United States	44413	Hardware stores	Footwear, incl accessories	2012	910	1,617,100	29,035	
United States	444130	Hardware stores	Footwear, incl accessories	2012	910	1,617,100	29,035	
United States	44419	Other building material dealers	Footwear, incl accessories	2012	55	216,626	2,342	

1 to 129 of 129

Page 1 of 1

Narrow search with filters

FIND A FILTER

Q e.g. 336111 - Automobile Manufacturing

BROWSE FILTERS

Topics

Geography

Years

Surveys

Codes

CODES

Industry Codes (NAICS)

Product and Service Codes

Commodity Codes

Material/Fuel

NAPCS Collection

footwear X

☐ 3133204 - Rubber coated fabrics, garment and footwear

☒ 316210 - Footwear manufacturing

☒ 3162101 - Rubber and plastics footwear

☒ 3162102 - Men's footwear (size 6 and larger), excluding athletic

☒ 3162103 - Women's footwear (size 4 and larger), excluding athletic

☒ 3162104 - Other footwear excluding rubber and soled footwear

☒ 316210W - Footwear manufacturing, nsk, to

<https://www.census.gov/data/tables/2012/econ/census/manufacturing-reports.html>

The following tables from the 2012 release are available as a download from the census ftp site:

- EC1231SG6 - Manufacturing: Summary Series: General Summary: Primary and Secondary Product Value of Shipments by Industry for the U.S.: 2012
- EC1231SG7 - Manufacturing: Summary Series: General Summary: Industry Statistics by Industry and Primary Product Class Specialization: 2012
- EC1231SP1 - Manufacturing: Subject Series: Product Summary: Products or Services Statistics: 2012
- EC1231SP2 - Manufacturing: Subject Series: Product Summary: Product Class Shipments or Receipts for Services for U.S. and Selected States: 2012
- EC1231SR1 - Manufacturing: Subject Series: Concentration Ratios: Share of Industry Statistics for Companies Ranked by Value Added: 2012
- EC1231SR3 - Manufacturing: Subject Series: Concentration Ratios: Share of Value Added Accounted for by the 4, 8, 20, and 50 Largest Companies for Industries: 2012

Tables

Annual Survey of Manufactures: Value of Products Shipments: Value of Shipments for Product Classes: 2016, 2015, 2014 and 2013

Survey/Program: Annual Economic Surveys
Table: AM1631VS101

Manufacturing: Subject Series: Industry-Product Analysis: Industry Shipments by Products and Receipts for Services: 2012

Survey/Program: Economic Census
Years: 2012 Table: EC1231SX1

Manufacturing: Subject Series: Industry-Product Analysis: Products Shipments and Receipts for Services by Contributing Industry: 2012

Survey/Program: Economic Census
Years: 2012 Table: EC1231SX2

Manufacturing: Subject Series: Industry-Product Analysis: Detailed Miscellaneous Receipts by Industry: 2012

Survey/Program: Economic Census
Years: 2012 Table: EC1231SX3

[VIEW ALL TABLES \(4\)](#)

BROWSE FILTERS	CODES	NAPCS COLLECTION	5000000000 - RETAIL	5000475000 - RETAIL SALES OF FOO...
Topics	Industry Codes (NAICS)	<input type="checkbox"/> All NAPCS Collection Codes	5000450000 - Retail sales of men's and women's accessories (except costume jewelry)	<input checked="" type="checkbox"/> 5000475000 - Retail sales of footwear and footwear accessories
Geography	Product and Service Codes	<input type="checkbox"/> All Broad line NAPCS Collection Codes	<input type="checkbox"/> 5000455000 - Retail sales of costume and novelty jewelry	<input type="checkbox"/> 5000475003 - Retail sales of men's non-athletic footwear, including dress and casual footwear
Years	Commodity Codes	<input type="checkbox"/> All Detail line NAPCS Collection Codes	5000475000 - Retail sales of footwear and footwear accessories	<input type="checkbox"/> 5000475006 - Retail sales of women's non-athletic footwear, including dress and casual footwear
Surveys	Material/Fuel	<input type="checkbox"/> 0000000000 - Total	5000500000 - Retail sales of fine jewelry and watches	<input type="checkbox"/> 5000475009 - Retail sales of children's non-athletic footwear, including boys', girls', infants', and toddlers' dress and casual footwear
Codes	NAPCS Collection	1000000000 - Mining	5000525000 - Retail sales of manufactured (mobile) homes	<input type="checkbox"/> 5000475012 - Retail sales of men's athletic footwear, including tennis shoes/sneakers
		2000000000 - Manufacturing	5000550000 - Retail sales of indoor home furniture	
		3000000000 - Construction	<input type="checkbox"/> 5000575000 - Retail sales of outdoor/ patio furniture	
		4000000000 - Wholesale	5000600000 - Retail sales of	
		5000000000 - Retail		
		6000000000 - Services		
		7000000000 - Accomodations		

Summary

- The **Economic Census** provides a wealth of business data
 - The data are released on a **flow basis** and **more data is coming**
 - **This webinar primarily focused on national NAPCS data...** drill down “smartly” to more detailed levels by state
- **While the classification system changed, a lot of the data are similar**
 - So much easier to access across sectors now
- **Data.census.gov** is the main data dissemination platform for these NAPCS data
 - Learn how to use it
 - Send us your feedback on it
 - Help promote it with your colleagues

<https://www.census.gov/data/academy/webinars/2020/napcs-overview-from-economic-census.html>



What is NAPCS? An Overview of the Recently-Released NAPCS Data From the Economic Census

DECEMBER 01, 2020

Description

This webinar will provide an overview of the recently-released North American Product Classification System (NAPCS) data from the 2017 Economic Census. These data replace the Product Lines data historically released as part of the Economic Census. The webinar will include a demo of how to access the data on data.census.gov, following a typical use case.

Tuesday, December 1, 2020

Time: 2:00 - 3:00 p.m. (ET)
Dial-in: 800-369-3166
Participant Passcode: 8391386
Speaker: Andrew Halt (Economist, US Census Bureau)
Event Number: 199 746 5347
Event Password: @Census1

**This password may be requested when using certain mobile devices*

WEBEX LOGIN

Q & A and Thank You!

Contact me at:

Andrew.W.Hait@census.gov

(301)763-6747

U.S. NAPCS Website

<https://www.census.gov/napcs>

U.S. Census Bureau NAPCS Implementation

<https://www.census.gov/programs-surveys/economic-census/guidance/understanding-napcs.html>

